



Request for City Council Committee Action

Date May 20, 2003

To: Honorable Sandra Colvin Roy, Chair, Transportation and Public Works Committee

Subject: Pilot Program for "PartnerBin" Litter Containers, evaluating bins, advertising, maintenance and revenue.

Previous Directives:

The Division of Solid Waste and Recycling was directed by Council in 2001 to provide an "enhanced" Litter Receptacle program.

Recommendation: That the proper City Officials be directed to initiate a Pilot Program with Outdoor Partner Media for 26 Litter Containers, beginning September 1, 2003 through May 20, 2004 and that the Division of Solid Waste and Recycling then return to Committee and Council with a recommendation to continue or discontinue the program.

Prepared or Submitted by: Susan Young, Division of Solid Waste and Recycling 673-2443

Approved by: Klara A. Fabry, Director of Public Works, City Engineer

Klara A. Fabry, Director of Public Works, City Engineer

Presenter in Committee: Susan Young

Financial Impact (Check those that apply)

☒ No financial impact (If checked, go directly to Background/Supporting Information)

Financial resources are contained within the Solid Waste & Recycling Enterprise Fund.

☐ Action requires an appropriation increase to the Capital Budget

☐ Action requires an appropriation increase to the Operating Budget

☐ Action provides increased revenue for appropriation increase

☐ Action requires use of contingency or reserves

☐ Other financial impact (Explain):

☐ Request provided to the Budget Office when provided to the Committee Coordinator

Background/Supporting Information

The Division of Solid Waste and Recycling provides litter containers at 1890 locations throughout the City, for a total of 2587 average collections per week with citizen collections at an additional 670 adopted containers. The costs of the Litter Container Program are borne by the Parking fund. The Division continually evaluates more cost-effective methods of providing this service. OutdoorPartner Media is a company that markets advertising on public outdoor furniture such as bus benches and litter containers. Typically, OutdoorPartner Media purchases and places litter containers, arranges and places advertising on the container and maintains the container, and the civic "partner" picks up the litter from the containers. They have approached city staff regarding a Pilot Project for their concept in Minneapolis. OutdoorPartner Media will manufacture the bins, place and maintain the bins, pay the City \$10.00 per unit per month in revenue share during the pilot period, and five percent of the PartnerBins will be available to the City to post its own messages (for instance the Clean City logos or advertising) at no cost. The City will be responsible for removing the litter from the bins.

Currently, TransStop and MetroTransit have litter containers at all bus shelters. The City has borne the capital cost of the litter containers (\$400 and up per container), and the cost of maintenance and pick up of the litter in the containers. TransStop has partnered with the City for advertising, in that the City has purchased Clean City advertising space, and Transtop has provided some additional Clean City advertising placement at no additional cost.

The OutdoorPartner concept would provide litter containers at considerable capital and maintenance savings, provide a no-cost outlet for the already developed Clean City advertising campaign, and have the potential for a limited revenue stream. A pilot program of 26 containers, as proposed by OutdoorPartner Media, would seem prudent. A brochure from the company is attached. It is proposed that a contract for the nine-month pilot program be entered into, and that near the end of the pilot program an evaluation of the program will be provided to the Council for their review and possible action.